

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: J. Nellenbach

DATE: July 23, 1990

FROM: J. Greene

SUBJECT: Cambridge Coupon Allocation - September 1990

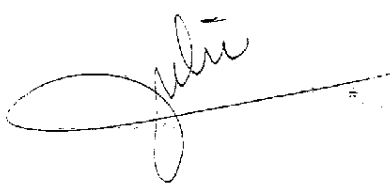
Attached is the Cambridge coupon allocation for September 1990. The total ratio of \$3 to \$2 coupons has been increased to 70/30 in response to Field requests. Each Section is also allocated a higher proportion of \$3 coupons; proportions vary according to category development in each Section.

Sections may convert carton coupons to pack stickers or coupons. Section 32 is assigned a September dollar budget of \$306,400 for Cambridge.

Please note that incremental coupon needs for the 40/50 Price Value program are being revisited and the means to satisfy Field requirements are underway.

Copies:

F. Alfieri  
D. Berenson  
J. Chaump  
E. Egan  
A. Goldfarb  
R. Huckfeldt  
✓ D. Hufford  
H. Long  
A. MacRae  
M. Mahan  
M. Mancuso  
R. Mikulay  
D. Nelson  
M. Rucker  
T. Ryan  
S. Sabella



sepcoup/jg

2049026416

## CAMBRIDGE COUPON ALLOCATION - SEPTEMBER 1990

SECTION	\$3.00	\$2.00	TOTAL
11	38300	31300	69600
12	20000	16300	36300
13	45700	19600	65300
14	15100	12300	27400
15	20500	16800	37300
16	51300	22000	73300
21	28700	12300	41000
22	94800	23700	118500
23	128000	32000	160000
24	64700	27700	92400
25	57500	24700	82200
26	62300	50900	113200
31	79000	19700	98700
32			
33	161800	40500	202300
34	214600	53700	268300
35	183000	45700	228700
36	82200	35200	117400
41	40100	32800	72900
42	159400	39900	199300
43	58300	47700	106000
44	132600	56800	189400
45	106900	26700	133600
46	104900	44900	149800
51	61500	50300	111800
52	108300	46500	154800
53	38300	31300	69600
54	70100	57300	127400
55	21400	17600	39000
56	1800	1500	3300
	2340100	959900	3300000

2049026417